



## **“Exportech™: Feeding the World”**

Business growth comes from three sources:

1. Increasing existing sales
2. Bringing new innovative products to market
3. Exporting

Successful companies are tapping into new markets with a customized export expansion strategy. Attend either ONE of the upcoming Exportech™ sessions (Waukesha / Cashton) to identify hurdles to expansion, and develop a customized international growth plan. Please note that each Exportech™ consists of three intense events scheduled one month apart. Coaching and assistance is provided between events.

**Waukesha dates:** July 21, August 25 and September 22, 2016

**Cashton dates:** July 20, August 23 and September 27, 2016.

Contact: Jen Pino-Gallagher, (608) 224-5125 / [jen.pinogallagher@wisconsin.gov](mailto:jen.pinogallagher@wisconsin.gov) for more information.

## **Seminar: Get Real: Preparing for a Trade Event**

**When:** May 19, 2016

**Where:** Waukesha County Technical College, Waukesha

Full day seminar will highlight what you need to prepare to participate in a trade event, like the Midwest Buyers Mission.

Contact: Lisa Stout, 608/224-5126/[lisa.stout@wisconsin.gov](mailto:lisa.stout@wisconsin.gov) for more information.



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